



DOWNTOWN VISALIANS, INC. (DTV) BOARD of DIRECTORS

Tuesday April 29 2014 – 8 to 9 a .m. AGENDA

Downtown Visalia Alliance Conference Room - 119 South Church

Mission Statement: *To promote a more economically sound, aesthetically pleasing and functionally efficient Downtown Visalia.*

Executive Board Members:

Don Sharp, President <i>Buckman Mitchell Inc.</i>	Marlene Sciacca, Vice President <i>Chelsea Street Boutique</i>	Paul Fry, CFO <i>Visalia Fox Theatre</i>
Terry Culotta, Secretary <i>Valley Business Bank</i>	Michelle Wiebe, Member- At-Large <i>Pacific Treasures & Gourmet</i>	

Staff Member(s):

Elaine Martell, Executive & Operations Director

Agenda Items Subject to Change/Removal by Executive Board

Public Comments: *This time is set aside for public comment on issues which are not on the agenda. The comments are to be brief (3 minutes or less). Begin by spelling your name and stating your business and/or address. Directors cannot act on the item at this time and should withhold making any comments until it can be placed on a future agenda.*

ACTION ITEMS AND RECOMMENDATIONS FROM EXECUTIVE BOARD

- 1) Financials – Fry
 - a) Financial Reports – March (Excel File) February P & L VS. Budget 2014 Statement of Liquid Assets
Recommendation: Accepted as presented to file. Approval upon completion of a new Chart of Accounts
Second:
Outcome:
 - b) progress on new chart of accounts - Martell
- 2) Notes – March
Recommendation: Accept as presented.
Second:
Outcome:
- 3) Co-Op Coupon book – joint project with Visitors and Convention Bureau
Recommendation: Proceed with evaluation of participants on both association membership and return to board with recommendations.
Second:
Outcome:

DISCUSSION ITEM(S).

- 1) Wine & Cheese P & L and & wrap up meeting suggestions - Mustain
- 2) Annual Meeting - Chairman Don Sharp, Co-chair Marlene Sciacca
Speaker – Troy Korsgaden
Theme -
- 3) Candy Cane Lane
Theme suggestions attached
One Grand Marshal suggestion – Bailey Haggar – The Creative Center
- 4) Janeen Robbins was appointed from POA in September to represent them on the foundation board, DTV will need to appoint someone in her place.

REPORTS:

- 1) Business Development Report – Robbins
- 2) Strategies Report – Notes Attached Chagan
- 3) Operations Report – Notes Attached Chagan
- 4) DT Foundation Report Chagan
- 5) Large conventions report – Just One
- 6) Volunteers
Melissa Williams – Grant Research
Paul Fry – Grant Research
Dallas Crow – Web Site Maintenance

GOOD OF THE ORDER:

ADJOURN:

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